

PRICE LIST

CARTER'S

FOUNTAIN PENS MECHANICAL PENCILS DESK STANDS



THE CARTER'S INK COMPANY

ESTABLISHED 1858

239 First Street, Cambridge C BOSTON, MASSACHUSETTS

New York: 74 Duane Street Chicago: 9-11 West Austin Ave. Canadian Factory: Mt. Royal Ave. and Drolet St., Montreal, P. Q.



Main Factory and Executive Offices, Kendall Square, Cambridge, Near Boston, Mass.

)

You Know The Ink!

Through the same tested methods of manufacturing, selling and advertising, The Carter's Ink Company is making Carter Fountain Pens, Mechanical Pencils and Desk Stands as widely and favorably known.



A Partial View of the Fountain Pen and Pencil Manufacturing Department Showing a Number of the Machines Necessary to Turn Out These Precision-Made Writing Instruments.

The Carter Line offers your customers what they most desire—quality and long service with beauty—all the requisites for your success in building a profitable business on Carter's Fountain Pens and Mechanical Pencils.

Writing Smoothness Long Life Attractive Appearance



FINISHING DEPARTMENT

In order that a fountain pen may give perfect satisfaction carried without leaking and used without flooding or stalling it is necessary that the cap and barrel fit exactly. These skilled worfmen through long experience and by the use of special precision gauges insure this. The threads on the pen section and the corresponding growes on the cap, the meeting surface and the senting for the nib demand minute secturary.



PEN SETTING

The proof of the pen is in the writing point. These experts see to it that the gold nib and the comb feed are so combined in the pen barrel and so perfectly adjusted to each other that there is a smooth velvety flow of ink from the nih the minute it touches the paper, and that this flow stops the instant the hand is lifted.

ARE WHAT THE CONSUMER DE-MANDS AS ESSENTIAL QUALITIES IN A WRITING INSTRUMENT.

These are the high spots that The Carter's Ink Company offers in their complete line of Fountain Pens, Mechanical Pencils, and Desk Stands,

IF YOU SELL THE CARTER LINE HERE ARE SOME OF ITS ADVANTAGES:—

The best merchandise that skill and money can produce.

Selling features such as-

The smooth-writing Osmiridium Point that makes writing a pleasure.

The Carter Rocker Spring Clip that protects the pocket against wear and the pen against loss.

A special guarantee on all Carter Pens selling at \$5.00 or more—a general guarantee on others priced at \$3.50 or less.

A short line, yet complete enough to satisfy every type of pen user.

Carter Desk Stands with bases of marble, onyx and metal mounted with single or double pens.

The Carter Mechanical Pencil—precision built with a smooth propel-repel-expel action.

Practical and attractive accessories such as Traveler's Cases and special Gift Boxes.

Plenty of Assistance in Selling The Carter Pen

SOME OF THE SELLING HELPS FOR THE CARTER LINE INCLUDE:-

Color pages in Collier's and black and white pages in the Saturday Freezing Past at the important selling seasons during the year.

Window and Counter Siens: Window Displays: and printed matter with your name and address.

Special set hoxes without charge on all pens and pencils sold as sets: travs for your show cases: counter and floor cases on liberal terms

Details of our cooperation are explained in the pages that follow.



SMOOTHING PEN POINTS

The Carter Orminidium Point must be valuate smooth to the writer's touch before it is passed to the Inspection Denartment and it must pass here a final minute inspection before being placed in stock for your use.

As our success and yours in the pen business depends upon giving the consumer what is wanted, we will appreciate at all times your comments. suggestions and criticisms of the Carter line.

THE CARTER'S INK COMPANY (Cambridge Station)

BOSTON, MASSACHUSETTS

9-11 West Austin Ave Chicago, Illinois

74 Duane Street



FINAL INSPECTION

A section of our Inspection Department where completed nens are tested for the action of the filler device, filled with ink, given a writing test, and passed on to the final inspector New York City to be cleaned again and sent to the Packing Department.

A Liberal Guarantee On All Carter Pens



All Carter Pens selling at \$5.00 or more with Flexible or Stiff nibs are unconditionally guaranteed. Pens selling at \$5.50 or less carry a general guarantee. (See exact wording of both guarantees.)



SEASONING VAULTS

The Carter's Ink Company uses the new unbreakable materials in making pens and peacies which makes seasoning necessary. The vaults shown contain raw stock both in rod form and cut rough shages, together with partly finished caps and barrels, which are returned to this process several times during manufacture. Through regulated temperature, the material is properly sessoned so that when the pen is completed there will be no danger of its shrinking or changing



TOOL AND GAUGE DEPARTMENT

shape. Bear in mind that this seasoning is in addition to what the manufacturer has already given the material before it is shipped to us.

In the Tool Department, a force of men is kept constantly at work making new tools and gauges so that Carter Pens and Pencils may maintain their reputation as precision-made writing instruments.

CARTERS PEARLTEX PENS New and Beautiful Iridescent Colors The Grue Effect of Mother of Pearl 1153 Pearl 1154 Cerutean Blue No. 1153, Long \$5.00 No. 14125 \$8.00 No. 13125 89.00 No. 11117 Wal Cley Slove No. 11125 Was Cap 8.00 No. 14233 6.00 Gallery Stori US en Rings No. 1154, Short - 4,00 Ladio Sept with Ring) No. 1155, Mod. - 4,50 (With Clip) No. 13233 6,00 Luner Sur! West Sur!

Rose Petal Peneil
No. 1254 (With Rose) \$4.00

Wave Green Pencils No. 1455, Medium (Fig. Cla) \$4.50 No. 1454, Sport (Fig. 1997) 400 Cerulean Blue Pencils
No. 1355, Medium (With Cla) \$4.50
No. 1354, Short (With Engl) 4.00

THE CARTER PEN GUARANTEE

The Carter's Ink Company guarantees all Pens selling at \$5.00 or more without reserve against everything but loss for the life of the user, providing the entire pen, with all broken parts is returned to the factory postage paid. A charge will be

made for missing parts only. Other Carter Pens at \$3.50 and \$2.75 are guaranteed indefinitely against any defects in materialsorworkmanshipas well as wear. Misuse and a buse are not covered in this guarantee on pens selling at these prices.





Gold Ring, Band and Lover Gold Roar, Band Retail \$3.50

Gold City, Band Retail \$3,50

Gold City, Band and Lever Retail \$7.00

Gold Clip and Band Retail \$3,50

Gold Ring and Ba Retail \$3.00

PEN POINTS. All items are reg-ularly stocked in FLEXIBLE — Medium or Fine STIEF—Medium or Fine SPECIAL POINTS Either Flexible or Stiff

The Flexible Nib is the easiest writer for the average hand-it gives a free and even flow without pressure. Be sure to specify point wanted on each item ordered

Retail \$5.00

Medium Loweth 955 Green 1055 Lac. Red 555 Blue 455 Red-Black 255 Black Polished Gold Clip and Bund Retail \$3.50

Carter's Fountain Pens-Price List

And Now It's Carter's Pearltex Pens

For beauty and crafismanship there is nothing that approaches the latest Carter offering—Pearliex, For years the public has called for a Mother-of-Pearl Pen similar to the "class" pen of preceding generations—until Carter perfected Pearltex—real Mother-of-Pearl—all efforts to make such a pen were of no avail.

Now Carter's Pearltex, made by a patented and exclusive process, is found in four rich lustrous colors, each with a sheen that is without a rival.

Color	Catalog No.	Description	Retail Price
PEARL	11117	Long barrel with Clip. Black top. Cap band, clip and lever of gold.	\$10.00
	11125	Medium barrel with Clip. Black top. Cap band, clip and lever of gold.	8.00
	11233	Short barrel with Ring. Double cap bands, ring and lever of gold.	6.00
	11237	" " Clip. " " clip " " "	6.00
	112334C	Travelling Case of Pearl with 11233 Pen and 1154 Pencil.	12.00
ROSE	12233	Short barrel with Ring. Double cap bands, ring and lever of gold.	6.00
PETAL	12237	" " " Clip. " " " clip " " " "	6.00
	122334C	Travelling Case of Rose Petal with 12233 Pen and 1254 Pencil.	12.00
CERULEAN	13125	Medium barrel with Clip. Double cap bands, clip and lever of gold.	8.00
BLUE	13233	Short barrel with Ring. Double cap bands, ring and lever of gold.	6.00
	13237	" " Clip. " " clip " " "	6.00
	132334C	Travelling Case of Cerulean Blue with 13233 Pen and 1354 Pencil.	12.00
WAVE GREEN	14125	Medium barrel with Clip. Double cap bands, clip and lever of gold.	8.00
	14233	Short barrel with Ring. Double cap bands, ring and lever of gold.	6.00
	14237	" " Clip. " " clip " " "	6.00
	142334C	Travelling Case of Wave Green with 14233 Pen and 1454 Pencil.	12.00

Carter's Coralite Pens

Carter's Blue, Green, Lacquer Red, etc., acceptance by the public should convince every dealer that these colors are considered standard. They represent the present vogue in What's What.

CORALITE BLUE	5117	Long	barre	l with	Clip.	Doub	ole o	ap ba	nds,	clip a	and l	lever	of g	old.	\$7.00
	5125	Medit	ım ba	arrel v	vith C	lip. D	oub	le cap	band	s, cli	p an	d lev	er of	gold.	5.00
	5135	Short	barre	d with	h Ring	g. Dou	ble	cap ba	ands,	ring	and	leve	r of	gold.	5.00
	5136	66	**	EE	Clip	. 66		tt	cc	clip	66	"	"	66	5.00
	5223	Media	ım ba	arrel v	vith C	lip. D	oub	le cap	band	s, cli	p an	d lev	er of	gold.	3.50
	5233	Short	barre	l with	h Ring	. Dou	ble	cap ba	ands,	ring	and	leve	r of	gold.	3.50
	5237	EE	44	46	Clip	. 6		62		clip	**	66	"	-66	3.50
	52334C	Trave	lling	Case,	Blue	Mothe	r of	Pearl,	5233	Pen	and	554	Penc	il.	8.00
	51354C	66		cc	66	66	66	66	5135	cc	66	554	"		9.50

Carter's Fountain Pens-Price List-Coralite-Continued

Color	Catalog No.	Description	Retail Price
CORALITE	9117	Long barrel with Clip. Double cap bands, clip and lever of gold.	\$7.00
GREEN	9125	Medium barrel with Clip. Double cap bands, clip and lever of gold.	5.00
	9135	Short barrel with Ring. Double cap bands, ring and lever of gold.	5.00
	9136	" " " Clip. " " " clip " " " "	5.00
	9223	Medium barrel with Clip. Double cap bands, clip and lever of gold.	3.50
	9233	Short barrel with Ring. Double cap bands, ring and lever of gold.	3.50
	9237	" " " Clip. " " " clip " " " "	3.50
	92334C	Travelling Case, Green Mother of Pearl, 9233 Pen and 954 Pencil.	8.00
	91354C	" " " " " 9135 " " 954 "	9.50
CORALITE	10117	Long barrel with Clip. Double cap bands, clip and lever of gold.	7.00
LACQUER	10125	Medium barrel with Clip. Double cap bands, clip and lever of gold.	5.00
RED	10135	Short barrel with Ring. Double cap bands, ring and lever of gold.	5.00
	10136	" " Clip. " " " clip " " " "	5.00
	10223	Medium barrel with Clip. Double cap bands, clip and lever of gold.	3.50
	10233	Short barrel with Ring. Double cap bands, ring and lever of gold.	3.50
	10237	" " Clip. " " clip " " "	3.50
	102334C	Travelling Case, Maize Mother of Pearl, 10233 Pen and 1054 Pencil	8.00
	101354C	" " " " 10135 " " 1054 "	9.50
RED-BLACK	4117	Long barrel with Clip. Double cap bands, clip and lever of gold.	7.00
MOTTLED	4125	Medium barrel with Clip. Double cap bands, clip and lever of gold.	5.00
	4135	Short barrel with Ring. Double cap bands, ring and lever of gold.	5.00
	4136	" " Clip. " " clip " " "	5.00
	4223	Medium barrel with Clip, Double cap bands, clip and lever of gold.	3.50
	4233	Short barrel with Ring. Double cap bands, ring and lever of gold.	3.50
	4237	" " " Clip. " " " clip " " " "	3.50
	42334C	Travelling Case, Maize Mother of Pearl, 4233 Pen and 454 Pencil.	8.00
	41354C	" " " " 4135 " " 454 "	9.50
TURQUOISE	6233	Short barrel with Ring. Double cap bands, ring and lever of gold.	3.50
BLUE	6237	" " Clip. " " clip " " "	3.50
	62334C	Travelling Case, Maize Mother of Pearl, 6233 Pen and 654 Pencil.	8.00
SQUIRREL	7233	Short barrel with Ring. Double cap bands, ring and lever of gold.	3.50
GRAY	7237	" " " Clip. " " " clip " " " "	3.50
SQUIRREL	72334C	Travelling Case, Maize Mother of Pearl, 7233 Pen and 754 Pencil.	8.00

Black Polished and Red Polished Carter's Fountain Pens

BLACK POLISHED	2117	Long barrel with Clip. Double cap bands, clip and lever of gold.	\$7.00
	2125	Medium barrel with Clip. Double cap bands, clip and lever of gold.	5.00
	2135	Short barrel with Ring. Double cap bands, ring and lever of gold.	5.00
	2136	" " Clip. " " clip " " "	5.00
	2223	Medium barrel with Clip. Double cap bands, clip and lever of gold.	3.50
	2233	Short barrel with Ring. Double cap bands, ring and lever of gold.	3.50
	2237	" " Clip, " " clip " " "	3.50
	22334C	Travelling Case, Maize Mother of Pearl, 2233 Pen and 254 Pencil.	8.00
	21354C	" " " " 2135 " " 254 "	9.50

Price List-Black and Red Carter's Fountain Pens-Continued

Color	Catalog No.	Description						
RED POLISHED	1117	Long barrel with Clip. Double cap bands, clip and lever of gold.	\$7.00					
	1125	Medium barrel with Clip. Double cap bands, clip and lever of gold.	5.00					
	1135	Short barrel with Ring. Double cap bands, ring and lever of gold.	5.00					
	1136	" " Clip. " " clip " " "	5.00					
	1223	Medium barrel with Clip. Double cap bands, clip and lever of gold.	3.50					
	1233	Short barrel with Ring. Double cap bands, ring and lever of gold.	3.50					
	1237	" " " Clip. " " " clip " " " "	3.50					
	12334C	Travelling Case, Maize Mother of Pearl, 1233 Pen and 154 Pencil.	8.00					
	11354C	" " " " 1135 " " 154 "	9.50					
SPECIAL	2323	Medium barrel of black. Clip and lever of gold.	2.75					
PENS	2333	Short barrel of black. Ring and lever of gold.	2.75					

CARTER PEN POINTS

Pen points are classified as flexible medium or flexible fine; stiff medium or stiff fine.

The flexible nib is the easiest writer for the average hand:—ti gives a free and even flow without pressure.

Special points either flexible or stiff can be supplied.

Carter PROPEL, REPEL Pencils

	Bands, Rings a	nd Clips of gold	
Color	Number	Length	Price
	Carter's	Pearltex	
PEARL	1153	long with clip	\$5.00
TISS, TIS4 and TISS have Black Tips and Gold	1155	medium with clip	4.50
Trimmings	1154	short with ring	4.00
ROSE PETAL	1254	short with ring	4.00
	1355	medium with clip	4.50
CERULEAN BLUE	1354	short with ring	4.00
	1455	medium with clip	4.50
WAVE GREEN	1454	short with ring	4.00
	Carter's	Coralite	
	553	long	3.50 -
BLUE	555	medium	3.50
	554	short	3.00
	953	long	3.50
GREEN	955	medium.	3.50
	954	short	3.00
	1053	long	3.50
RED LACOUER	1055	medium	3.50
	1054	short	3.00
RED-BLACK	453	long	3.50
MOTTLED	455	medium	3,50
	454	short	3.00
TURQUOISE BLUE	654	short	3.00
SQUIRREL GRAY	754	short	3.00
		ick and Red	
BLACK	253	long	3.50
POLISHED	255	medium	3,50

3.50

3.00

254 153

154

RED

POLISHED

Carter Pencil Leads

No. 1 D 24 TWO DOZEN LEAD DISPLAY

Please order Special Assortments on this display by Catalogue No. No less than 6 Tubes of a Degree. Standard packing is 1 dozen Medium, it dozen Hard 14 dozen Soft.

CAPTER'S LEADS

Made from selected materials to insure satisfactory use in any pencil. Packed 12 leads in a metal tube, full count, 12 tubes of a color in a slip cover box.

B PA1—Soft
L PA2—Medium
PA3—Hard
PA4—Indelible
RETAIL 10c. a Tube

O PA5—Red L PA6—Green O PA7—Blue

RETAIL 15c. a Tube



No. L D 24

No. L D 96 EIGHT DOZEN LEAD DISPLAY

CARTERS LEADS THE CASTES PER ASSESSMENT FROM THE CASTES PER

No. L D %

- CARTER'S LEADS AND ERASERS
- 3 Dozen Tubes A-2 Medium 1¼ Dozen Tubes A-1 Soft
- 1½ Dozen Tubes A-1 Soit 1½ Dozen Tubes A-3 Hard
- Dozen Tubes at 10 cents retail \$7.20
 - Dozen Boxes 2 Erasers each, retail \$1.20
- 1/2 Dozen Tubes A-4 Indelible
- 1/2 Dozen Tubes A-5 Red 1/4 Dozen Tubes A-6 Green
- 1/2 Dozen Tubes A-6 Green
- Dozen Tubes at 15 cents retail, \$3.60 TOTAL RETAIL VALUE \$12.00

CARTER'S ERASERS

Best grade red rubber to fit standard size barrels and oversize Carter pencils.

01—Four oversize erasers in box RETAIL 10c. a Box

02—Two standard erasers with metal holders in box.

RETAIL 10c. a Box

The Carter OSMIRIDIUM Pen

SPECIAL BOXES FOR SETS

GENUINE RED CEDAR with dull rubbed finish, inlay design transfer, two pairs brass hinges. Box rests on low feet glving chest effect.

> List Price \$1.00 each



Length: 7% inches. Width: 2% inches. Packed in chip board mailing box. No. XC141 For Men's Medium or Long Pen and Pencil

No. XC143 For Ladies' Short Pen and Pencil.

Here is a new and exclusively Carter Pen and Pencil Gift Box for the class of trade that wants the best and is willing to pay the price. Selected Red Cedar, attractively proportioned, with a custom-made look that sells the box.



Interior view of Red Cedar Chest Box Silk plush base and setin pad of champagne color.

TRAVELING CASES

Traveling Cases for the \$3,50 Ladies' pen and \$3.00 Ladies' pencil, or the \$6.00 Pearltex Ladies' pen and the \$4.00 Pearltex Ladies' pencil, are furnished in mother-of-pearl colors to harmonize with the nen and pencil ordered.



Sold Complete with Coralite Pen and Pencil, Retail Price \$8.00 Pearltex Pen and Pencil, Retail Price \$12.00



Carter Pens and Pencils sold as Gift Sets are backed in attractive set boxes.

No. XC61Y-Red and Gold, cream base lining-for men's sets. No. XC63Y-Same style for ladies' pens.

No. XC61K-Black and Gold, black lining for men's sets. No. XC63K-Same style for ladles' pens,

The bears are made by a leading box maker, coted for his excellent quality and workman-stap. Transacd in modern papers with first quality silk plant base france.



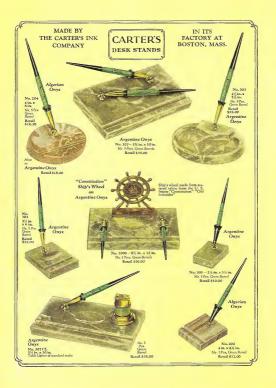
Page 13

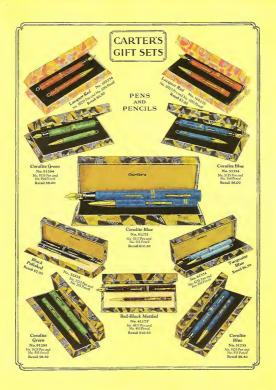
Price List—Carter Desk Stands WITH THE CARTER OF PEN PEN

_		WITH THE CHATEK	POINT I LIT				_
No.	Base Material	Description	Color of Pen barrel	Base Size	Pen Size	Retail Price	No.
200		Single Pen Stand, Molded Receiver	Green	21/2" x 31/2"	3	\$8.00	200
202	Algerian		"	4" x 41/2" 4" x 6"	5	12.00	202
207	Onyx	Oval Single Pen Stand, Gold Receiver Double Pen Stand, Gold Receivers	2 Gr. (1 with red circle)	51/4" x 10"	5	16.50 28.00	204
207CL	Onyx	Single Pen Stand, Gold Receiver, Stand-	2 Gr. (I with red circle)	372 X 10	1 '	20.00	207
		ard Cigar Lighter	Green	536" x 10"	5	28.00	207CL
300		Single Pen Stand, Molded Receiver	Green	2½"x3½" 3½"x6" 4½"x6"	3	10.00	300
302		a a Gold a	44	35/2" x 6"	5	15.00	302
304 305	Green	Oval Single Pen Stand, Gold Receiver	**	432" x 6"	5	18.00	304
305	Argentine Onyx	Oval Deep Scoop Single Pen Stand, Gold Receiver		(1/0-21/0	5	25.00	305
307	Ollyx	Double Pen Stand Cold Receivage	2Gr. (1 with red circlet	512" x 10"	3	35.00	307
307CL		Double Pen Stand, Gold Receivers Single Pen Stand, Gold Receiver, Stand-	#GT. (I WITH YER CIPCIET		1	55.00	307
		ard Cigar Lighter	Green	51/g" x 10"	5	35.00	307CL
41	Black Glass, Polished		Blue		3	7.50	41
42			66		5	9.00	42
43	Polished Stone, Marblite design	Ottoo Costo D. Co. o Mala ID.		All are	3	0.50	
44	Polished Stone,	Oblong Single Pen Stands, Molded Receivers		4"x 435"	3	8.50	43
	Marblite design		44		5	10.00	44
63		Single Pen Stand, Molded Receiver	Blue	4" x 43/2"	3	8.50	63
65	Black Glass, Polished	16 14 11 11 II	44	4" x 43/2" 4" x 7"	5	10.00	65
68	with Etched Center		64	4"×7"	5	12.00	68
69	Panel	Double " " Gold Receivers	2 "	41/2" x 9"	5	20.00	69
69CT.		Single " " Receiver, Stand-	(I with red circlet)				
69CL		ard Cigar Lighter	Blue	436" x 9"	5	20.00	69CL
93	Metal-Verde	Hexagonal Single Pen Std., Molded Rec'r	Green	31/2" x 31/2"	3	7.50	93
94	Metal-Blue	Shield Shape Single Pen Stand.	Green	372 7 372	3	7.30	93
/*	Crackle Finish	Molded Receiver	Blue		3	6.50	94
95	Oxidized Silver	Single Pen Stand, Molded Receiver	Blue	4" x 41/3"	3	6.50	95
96	Brass	Single Pen Stand, Perpetual Calendar,		1 11/2	-	0.00	
/-		Molded Receiver	Green	6" x 436"	3	15.00	96
97	Bronze Finish	Round Single Pen Stand, Molded Receiver	Blue	3½" dia.	3	6.50	97
98	bronze rimisn	Double Pen Stand, Molded Receivers	2 Green	416"x10%"	3	18.00	98
			(1 with red circlet)				
99	4 Bronze Finishes	Pheasant Desk Outfit, Blotter 13" x 20"	Blue		3	25.00	99
100	Same as No. 99	" " " 19" x 24"			5	28.00	100
		Both have Gold Receiver					
112	Green Inlay Flower Inlay					25.00	112
113	Silver Hammered	Ladies' Single Pen Stand, Silver Receiver	Pear1	21/2" x 31/2"	3	18.00	113
115	Engine Turned	4	Pearltex		Short	18.00	115
120	Black and White	Shield Shape Single Pen Stand	Pearl Pearltex	3" x 436"	3	16.00	120
120	Dines and site		1		Short	10.00	***
121	Pyroxylin	Oval Shape Single Pen Stand	Pearl Pearltex	3*x43;*	3	15.00	121
		Bath have Gold Receiver			Short		
	"Constitution" Ship's						
1000	wheel on Green	Ship's Witeel made from material taken from the U.S. Frigate Constitution—"Old Isomides"	2 Green	836" x 12"	5	50.00	1000
	Onyx Base		(I with red circlet)		_		
20	Portoro Marble	Oblong Single Pen Stand, Molded Receiver	Mottled Red-Black	236" x 336"	3 5	8.00 12.00	20 22
22 24	Black and Gold Vein	Oval " " Gold "		4" x 6"	5	16.50	24
27	Diack and Gold veni	Oblong Double Pen Stand, Gold Receivers	2 "	51/2" x 10"	5	28.00	27
			(I with red circlet)		1	-0.00	
30		Oblong Single Pen Stand, Molded Receiver	Green	236" x 336" 336" x 6" 4" x 6" 536" x 10"	3	8.00	30
32	-		66	33/2"×6"	5	12.00	32
34	Onyx		2 "	4" x 6"	5	16.50	34
37		Oblong Double " Gold Receivers	4	539" x 10"	5	28.00	37
71		Olling Cont. Des Const. Malded Berries	(I with red circlet) Blue	21/9-79	5	12.00	71
71	Clear Crystal Plate	Oblong Single Pen Stand, Molded Receiver Oval Gold	Green	3½"x6" 4"x6"	5	16.50	71
77	Glass	Double Pen Stand, Gold Receivers	2 "	536" x 10"	5	28,00	77
			(I with red circles)				
	Clear Plate Glass with						
701	"Old Ironsides"	Single Pen Stand, Molded Receiver	Blue	33/2"x 6"	5	12.00	701
_	Design under Glass						
91	Bronze Finish	Single Pen Stand, Molded Receiver	Blue	3" x 3"	3	10.00	91
92	Oxidized Green	Single Pen Stand, Molded Receiver	Green	41/4" x 6"	5	12.00	92
110	Laminated Wood	Single Pen Stand, Molded Receiver	Mottled	3" x 4"	3	7.00	110
111	Polished	ar 11 11 11 11	**	3" x 4"	3	7.00	111

Note: All Pen Barrel Tips are Black









WITH THE CARTER OSMIRIDIUM PEN

CARTER Desk Stands for this season cover all the popular shapes and combinations as well as materials: Green Onyx-Brown (Algerian) Onyx-Mexican Onyx-Bronze in several finishes-Oxidized and Polished Silver Plate: as well as the standard specialties: Crystal Plate, Polished Black Glass and Marble.

THE new Carter Gold Receiver was crafted and designed for us exclusively by a leading jewelry manufacturer. It is beautifully propor-tioned with a graceful taper from swivel to its bell lipped black top. It is ornamented by tasteful chasing where the metal meets the rubber top. The stands below show this beautiful receiver.



DESK STANDS

Unusual Gifts at Special Occasions

Newest Additions to the Carter Line



THE CARTER LINE

includes stands

All types of Office Desks Bank Desks Hotel Office and Room

Gifts by Business Firms

Ladies' Desks Personal Gifts for all occasions

No. 3000

Antique Bronze Finish, double lights with single pull. Ball and socket joint permits tilting shade at any angle.

Equipped with two Carter Green Coralite Pens. Com-plete without Bulbs, \$75.00



No. 3200

Antique Bronze Finish, single light with hutton switch, cord and plug. Bell shaped shade adjustable to any angle.

Base diameter. shade diameter Equipped with a Carter Green Coralite Pen Complete without Bulb, \$25.00

Page 191

No. 3100 Antique Bronze Finish, single light with pull-Ball and socket joint permits tilting shade at any angle.

WITH THE CARTER OSMIRIDIUM PEN

"Occasion" DESK STANDS

For those who select the unusual gift at special occasions,—the committee or the individual,— Carter's "Occasion" DESK STANDS offer distinctive designs in a variety of desk pen combinations.

No. 2100 Horse and Warrior Desk Stand

Mexican Onvx Base

10 inches long: 7 inches wide: 1 inch thick No. 9145 Green Pen regulariy supplied. Any color pen supplied on order.

RETAIL PRICE \$50.00



Horse and Warrior Desk Stand

Pedrara Onyx Base 81/6 inches in diameter

No. 5145 Blue Pen resularly supplied. Any color pen supplied on order.

RETAIL PRICE \$35.00





Clock Desk Stand

Mexican Onyx Base 14 inches long; 8 inches wide; 11/4 inches thick No. 9145 Green Pens regularly supplied. Any color pens supplied on order. Telechron Electric Time. Gold dial and benel ring. White silk cord with split plug.

to be sold and used under the following condition: to be used itto volts alternating current where master clock regulation with pulse is available. Supplied in 60 cycles, but available, of or 25, or to cover practically any cycle rating.

RETAIL PRICE \$125.00 EACH

No. 2700

Same base as No. 2000 but furnished with Seth Thomas eight-day seven-jewel movement with raised bronze numeral dial and key wind.

RETAIL PRICE \$135.00



WITH THE CARTER OSMIRIDIUM PEN

"Occasion" DESK STANDS

Have the smooth writing osmiridium point Carter Pen, the attractive gold and black receiver, especially designed for Carter, and the finest grade and color of Pedrara Onyx for bases.



No. 2500

Pelican Desk Stand

Pedrara Onyx Base 8½ inches in diameter

No. 5145 Blue Pen regularly supplied. Any color pen supplied on order.

RETAIL PRICE \$40.00



10 inches long; 7 inches wide; 1 inch thick No. 9145 Green Pen regularly supplied. Any color pen supplied on order.

RETAIL PRICE \$60,00



No. 2200 Cowboy Desk Stand

Mexican Onyx Base

12 inches long; 8 inches wide; 1 inch thick

No. 5145 Blue Pen regularly supplied. Any color pen
supplied on order.

RETAIL PRICE \$60.00



[Page 21]

WITH THE CARTER OSMIRIDIUM PEN

"Occasion"
DESK STANDS

No. 2400

Elephant Desk Stand

13¼ inches long; 8¾ inches wide; 1 inch thick No. 9145 Green Pens regularly supplied. Any color pens supplied on order.

RETAIL PRICE \$60.00



A new number added to the regular line

4

"Constitution" Ship's Wheel on Green Onyx Base Ship's Wheel made from material taken from the U. S. Frigate Constitution—"Old Ironsides" No. 1000

8½ in. x 12 in. No. 5 Pens, Green barrels \$50.00 No. 94 Metal—Blue Crackle

Shield shaped single pen stand. Varnished light and dark blue crackle finish. Equipped with clip scoop and pencil groove. Regular No. 3 Blue Coralite Pen

Molded receiver \$6.50

PENS ADJUSTED TO ANY ANGLE!

A special swivel joint fastens the pen socket to the base and permits the pen to be adjusted to any desired position. The swivel action is entirely free without fixed positions—something exclusive in Carter Desk Stand construction.



PENS LIE FLAT FOR SAFETY!

This is a two-fold talking point—first, it permits the stand being put away and locked up, and second, allows the pen to be placed in this position when not in use, lessening the chance of injury when a roll-top desk cover is low-ered or when someone brushes against the stand while it is out the desk.

The Carter OSMIRIDIUM Pen

Pen and Pencil Display Cases



No. 9460

FOUR DOZEN UPRIGHT DISPLAY CASE Length: 20½ in. Width: 7½ in. Height: 16 in. Costs dealer \$9.25 F. O. B. Kendaliville, Ind.

Supplied on order with four dozen Carter Pens and Pencils of which two dozen at least must be pens,

Carter Pens to the retail value of \$9.25 supplied to cover cost of case. Be sure to specify finish wanted: Walnut or Mahogany.



No. 9523

TWO DOZEN UPRIGHT DISPLAY CASE Length: 201/2 in. Width: 61/2 in. Height: 10 in. Costs dealer \$6.50 F. O. B. Kendallville, Ind. Supplied on order with two dozen Carter Pens and Pencils of which one dozen at least must be cens.

Carter Pens to the retail value of \$6.50 supplied to cover cost of case. Be sure to specify finish wanted:

Walnut or Mahogany.

Specifications on Cases Nos. 9460 and 9523.

Well-seasoned, kiln-dried gumwood. Attractive hand-rubbed effect in walnut or mahogany finish. (Specify finish desired otherwise walnut will be supplied.)

To obtain this unusual finish, cases are stained, shellaced, sanded and dusted, given a coat of high grade Coach varnish, sanded again, then given a coat of semi-gloss varnish.

Heavy glass front.

Trays are in one piece, either two or four dozen capacity and lift out for close inspection of merchandise, are equipped with combination spring catch and strong lock (one key). Genuine gray silk velvet tray lining.

Packed in strong shipping containers.



No. 24M

TWO DOZEN METAL DISPLAY CASE Length: 15 in. Width: 9 in. Height: 10% in.

Finished in dull mahogany with gold and red lettering. Lithographed heavy metal. Has rubber feet to protect counter. Spring door in back with lock and 2 keys. Generous storage space for extra stock. Trays are standard, one dozen size and may be used senantley in other cases.

Given outright F. O. B. Boston on order with two dozen Carter Pens and Pencils of which one dozen at least must be pens.

The Carter OSMIRIDIUM POINT

Pen and Pencil Floor Case-"Full Vision" Style





Finish: Standard Mahogany or Oak. Glass: Polished plate glass with all exposed edges hand-smoothed and polished. Glass parts are cemented together by

Trays: Lined with genuine gray silk velvet, finished the same as the case: ten size canacity. Trays are two rows deep, top row dropping back when upper door is opened. Concealed compartment below upper door holds enough trays to com-Storage: Besides the concealed compartment containing travs.

lete the capacity of the case.



NO. 60. 6 DOZEN CASE Height: 42 inches, Standard

there are stock drawers in the lower part of the case below the sliding doors Hardware: Lock on upper doors and on each lower stock drawer. Special lock on sliding doors, Legs of case have

polished brass feet, Display Section: Sliding wood panel doors on back of case; gray velvet-lined floor; plate glass shelf resting on fixed metal Dimensions and Prices: All cases 42 inches high and 24 inches

These exclusively Carter display cases are Case will be shipped F. O. B. show case supplied to you at their cost to The Carter Ink Company under these conditions:-Order enough Carter Pens and Pencils

to equal the capacity of the case you want. Carter Desk Stands to equal value of any number of pens and pencils may be sub- prepaid. stituted if preferred.

Case No.	Length	Stock Drawers	Capacity	Price No Wiring	Price With Wiring & Fixtures
60	18 in.	One	6 Dozen	\$42.50	\$48.50
120	32 in.	Two	12 Dozen	59.00	65.00

HOW TO OBTAIN THESE CASES

factory and you will be billed for cost at terms: 30 days net.

Sufficient Carter Pens or Pencils at retail value to cover cost of the case will be shipped to you gratis, shipping charges

Case No.	Length	Stock Drawers	Capacity	Price No Wiring	With Wiring & Fixtures
180	47 in.	Two	18 Dozen	\$84.00	\$96.00
240	63 in.	Four	24 Dozen	105.00	119.00

F. O. B. Kendallville, Ind. Wiring prices include Fixtures and bulbs. Nos. 60, 120 and 180 have one Fixture. No. 240 has two Fixtures.

The Carter OSMIRIDIUM Pen

Pen and Pencil Floor Cases



"Full Vision" Style

No. 480 FORTY-EIGHT DOZEN SIZE

WITHLIGHTS

Dimensions Length-124 inches Width - 24 inches Height - 42 inches NO LIGHTS \$300.00

\$328.00

REAR VIEW (Twenty-four Dozen Size)

Special Finishes

Nominal extra charges are made for Special Finishes on the various cases at the following rates:

No. 60-\$2.00 No. 120-\$2.50 No. 240-4.50 . No. 360-5.50 No. 180-\$3.50 No. 480- 6.50

HELPFUL INFORMATION Regarding Carter Floor Cases

Examine on arrival for concealed Loss and Damage. It is best to open one side of packing case and carefully examine floor case for damage before removing from packing entirely. If damage is evident notify immediately (do not delay) the Transportation Company to send agent to examine.

Be sure Case is Level. It is important that the larger Floor Cases be level so that the doors will open freely and the plate glass will not be under severe stress and strain. All cases are tested at factory on perfectly level bed. Case should be tested when set up and levelled if floor is uneven.



24 inches; Height, 42 inches No Lights-\$105.00 With Lights-\$119.00



NO. 180-EIGHTEEN DOZEN SIZE Dimensions: Length, 47 inches; Width, 24 inches; Height, 42 inches No Lights-\$84.00 With Lights-\$96.00

[Page 25]

Carter's FOUNTAIN PEN Inks

CARTER'S BLU-REX

FOR FOUNTAIN PENS AND STEEL PENS

B.U-REX writes a rich blue that remains ever blue. Blu-Rex is not permanent and therefore is easily removed by seap and water from clothing and rugs, it is an ideal ink for hotels, schools and colleges, clubs and equally good for fourtain or steel pens. Blu-Rex flows smoothly and evenly without blot or blob from the fourtain roam.

No.	Description	Doz a Bo	X	List. Price	Suggested Retail Price
161 Qua 162 Pint	rt, pourout and hermetic sea pourout and hermetic seal	1 1	\$21.00 12.50	per don.	\$1.60 each .95 each
de	cylinder, embossed top is corated carton	1	3.0	per dez.	.25 each
de	orated carton	3		0 per gro.	.15 each
167 2 oz	gouare, same style	- 1	20.4	10 per gro.	.15 each
168 136	oz, cylinder wood too	3	15.0	O per gro.	.10 each
169 112	oz. cylinder, same style		16.	i) per gro.	.10 each



CARTER'S RYTO INK



FOR FOUNTAIN PENS AND STEEL PENS

The leading ink for fountain pens and general use, made from an entirely new formula developed in the Carter laboratories. Ryto writes a vivid blue that is very easy on the eyes under natural or artificial light. It is an iron gall ink which becomes a permanent black atter oxidizing. Ryto has met with wide favor because of its beautiful color, freedom from sediment and the fact that it remains its snappy color in the bottle when

and market				
No.	Description	Dox.		Supposted Retail Price
ber	rdral Quart, pourer metic seal	1	\$18.00 per daz.	\$1.25 each
. her	edral Pint, pourous metic seal edral Half-pint, nouro	1	10.75 per doz.	.75 each
her	norm man-pinz, pouro metic sesi hexagonal, embossed	1	6.50 per doz. 3.00 per doz.	.45 each
145 S oz.	cylinder, embossed omated cartest	top, in	3.00 per doz.	,25 each
146 2 ox.	cylinder, embossed orsted carton	top, in 3	16.00 per gro.	.10 each
147 2 pg.	cylinder, same style	1	17,29 per gro,	.10 each

CARTER'S FOUNTAIN PEN INK

A BLUE-BLACK, free flowing, fine writing ink. Its initial color is a delightful, easy-to-read blue, deep and full, that later turns to a permanent jet black. It is made to prevent clogging in the pen and is of a consistency to flow from the pen at the slightest tunch but not freely enough to drop.

No.	Description	Doz. 1 a Box	n List Price		Saggested Retail Price	
240	Quart, postout and hermetic sea	34	22 per 00.812	dos.	\$1,25 each	
241	Pint, pourout and hermetic sea	3/2	10,75 per	doz-	.75 each	
2415	Half-pint, pourout and hermetic					
		36	6.50 per		.45 each	
243	4 oz, cylinder, in decorated cartor	1 3	36,00 per	X70-	.75 éach	
244	4 oz. cyfinder, in decorated cartos		36,00 per	gro.	.25 each	
246	2 og, square, embossed top, is					
	decorated carton	3	20,80 per	gro.	.15 each	
247	2 oz. souare, same style	1	22,00 per	ETO.	.15 each	
248	1 oz. cylinder, wood top	3	15.00 tarr	EDO.	.10 exch	
249	1 ox, cylinder, wood top	1	16,20 per	ano.	.10 each	
518	1 or, round red birch Traveler's					



CARTER'S COLORED FOUNTAIN PEN INKS BRILLIANT, CLEAN-CUT COLORS, MADE ESPECIALLY FOR FOUNTAIN PENS

STOCKED in quarts, pints, half-pints, four ource eyininders, two ource sequence sequences. Packed 15¢ dozen in a box in quart, pint and half-pint story; one dozen in a box in 4 ource size, 5 dozen and 1 dozen in a box in 5 ource size.